Sourcing and Using Graphics for Poster Presentations

Copyright, Images and Good Practice

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Key Themes

- **What is copyright?**
  - What does it cover?
  - How does it work?
  - Educational exceptions

- **You own copyright in your own work**

- **Using other people’s work**
  - Permission or Licensing
  - Creative Commons Licensing

- **Access to resources and getting help**
Copyright Designs & Patents Act 1988 with amendments

Copyright is automatic

Literary Works
Musical Works
Artistic Works
Dramatic Works

Includes film, sound, broadcast, images, data etc.

Duration of copyright varies according to the type of work
Finding a balance: protecting and sharing

- You can lawfully use limited amounts of copyright material without permission
  - CDPA educational exceptions for private study or research Quotation, Criticism & Review, Illustration for Instruction, Parody, Caricature & Pastiche, the concept of ‘fair dealing’ with acknowledgment*

- You can lawfully use works that are in the public domain when copyright terms expire

- You are required to have permission from the rights holder to do certain things
  * debatable whether fair dealing can be applied to images
Using Images

Do...
- Assume copyright applies unless told otherwise
- Always attribute the source

Don’t...
- Assume web images are copyright free
- Don’t assume the person posting an image owns the copyright

Licensing – there are many types of re-use licences out there
- Find out what licences are available and understand how they work
- Get into the habit of reading t & c’s when using other people’s content
- Preferably use images that are labelled for re-use, with or without modification
Creative Commons and ‘Open’ Licensing: sites that permit legal sharing

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Finding a balance: protecting and sharing

Scenario
I want to create a poster presentation for a conference...

Treat as a commercial activity – it will be on view to the ‘public’

- In this scenario don’t rely on the educational exceptions
- Use specialised medical images sites that allow permission to reproduce, adapt etc.
- Use creative commons images
- Use copyright free images
- Be careful: royalty free is not copyright free
Specialised Image Sources

Always read the terms of use
Specialised Image Sources

- OpenStax CNX: [https://legacy.cnx.org/](https://legacy.cnx.org/)
- Centre for Disease Control and Prevention: [http://phil.cdc.gov/Phil/home.asp](http://phil.cdc.gov/Phil/home.asp)
- University of California San Diego: Catalogue of Clinical Images: [http://meded.ucsd.edu/clinicalimg/browse.htm](http://meded.ucsd.edu/clinicalimg/browse.htm)
- Wellcome Images: [http://wellcomeimages.org](http://wellcomeimages.org)
- Health Education Assets Library: [http://library.med.utah.edu/heal/](http://library.med.utah.edu/heal/)
- Radiopaedia: [https://radiopaedia.org/](https://radiopaedia.org/)
Other Image Sources

- Creative Commons Search
  http://search.creativecommons.org
- Google Advanced Search
  https://www.google.co.uk/advanced_image_search
- Wikimedia Commons
  https://commons.wikimedia.org
- Awesome Stock Resources
  https://github.com/neutraltone/awesome-stock-resources
Using search engines for copyright free images

You can now find copyright free images for reuse on Google Images, Flickr etc. Enter your keyword, then select **Search Tools** and then **Usage Rights**.

Select the option that fits your requirement, i.e. labelled for re-use with modifications or labelled for reuse, etc.
On the other hand, this image:

... takes you to Flickr and states:

“Image: some rights reserved”

Click on the link to discover it is free to share and adapt as long as attribution is given (CC-BY)
Scenario

This file is licensed under the Creative Commons Attribution 3.0 Unported license.

Slide reproduced with permission of S.J. May
Attribution

- Maintain a record of your images
- Use the correct attribution format
  
  https://wiki.creativecommons.org/wiki/Best_practices_for_attribution

- Xpert Attribution tool
  
  http://www.nottingham.ac.uk/xpert/attribution/

Use this tool to embed the assigned creative commons licence onto an image
Further Guidance

c.rauter@Swansea.ac.uk

Copyright Toolkit (Swansea University Libguide)
http://libguides.swansea.ac.uk/copyright

CopyrightUser.org
http://copyrightuser.org/

Useful FAQ section
Summary

- Copyright law applies to images as well as text
- It can be tricky to claim ‘fair dealing’ with images – use your judgement!
- Have a basic understanding of the creative commons licences
- Know about the specialised image sites, check and understand the permission granted by terms and conditions
- Be aware of the search tools for free images and the limitations
- Understand the importance of recording and citing images

Any questions?